

Exhibit No. 10  
Date 2-16-2011  
Bill No. SB 291Amendments to Senate Bill No. 291  
1st Reading Copy

Requested by Senator Ryan Zinke

For the Senate State Administration Committee

Prepared by Rachel Weiss  
February 16, 2011 (8:58am)

1. Page 1, line 16 through line 20.

**Strike:** subsection (2) in its entirety**Insert:** "(2) (a) Except as provided in subsections (2)(c) and (2)(d), the total estimated cost to the taxpayers of advertising in print media, in printed material, or by broadcast media that is intended for public distribution in the state must be included at the beginning of a broadcast or on the front of the printed material purchased by or produced by an agency of state government. The minimum amount of information that must be included in the cost estimate is "estimated taxpayer cost: \$...for advertising".

(b) The estimated total cost includes but is not limited to costs of production, labor, materials, distribution, and postage.

(c) The provisions of this subsection do not apply to public notices that appear in newspapers, legal documents, publications and media materials that have at least 50% of the costs covered by contributions from the private sector, and promotional media or material intended for out-of-state distribution.

(d) The provisions of this subsection do not apply to student and personnel recruiting materials, student publications advertising, donor solicitations, and communications regarding campus or system academic, research, outreach, and other educational activities of the Montana university system."

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